

IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-35APP (GP-090-00-US)**

Applicants: **Jeffrey A. DEAN, et al.**

Serial No.: **10/748,870**

Filing Date: **December 29, 2003**

Title: **IDENTIFYING RELATED INFORMATION GIVEN CONTENT AND/OR  
PRESENTING RELATED INFORMATION IN ASSOCIATION WITH  
CONTENT-RELATED ADVERTISEMENTS**

Examiner: **Wilson W. Tsui**

Group Art Unit: **2178**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

**INFORMATION DISCLOSURE STATEMENT**

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of these references, except for U.S. patents and patent application publications, is enclosed. (See the notice, "Information Disclosure Statements May Be Filed Without Copies of U.S. Patents and Published Applications in Patent Applications Filed After June 30, 2003," Pre-OG Notices (July 11, 2003).)

Reference CM is an Office Action from the European Patent Office in counterpart European Patent Application No. 04 715 709.4. Note that U.S. Patent Application Publication Nos.

2002/010625 and 2001/042064, U.S. Patent Nos. 6,317,722 and 5,913,210, WIPO Publication Nos. WO 03/005151 and WO 01/46870 and Japanese Patent Application Publication No. 11 053392 cited in this EPO communication are already of record (as references AN-AT, respectively).

A partial English-language translation of non-English language references BU and BV is provided. References BU and BV were cited in a Notice of Preliminary Rejection from the Korean Patent Office in counterpart Korean Patent Application No. 10-2005-7015984. A copy of that Notice of Preliminary Rejection, as well as an English language translation thereof, is provided as reference CN.

A partial English-language translation of non-English language reference CL is provided. Reference CL was cited in a Notification of Reasons for Rejection from the Japanese Patent Office in counterpart Japanese Patent Application No. 2005-518883. A copy of that Notification of Reasons for Rejection, as well as an English language translation thereof, is provided as reference CO.

Reference CP is an Office Action from the Canadian Patent Office in counterpart Canadian Patent Application No. 2,516,818. Note that U.S. Patent Application Publication No. 2002/0063885, U.S. Patent No. 6,496,803, and WIPO publication WO 02/067473 cited in reference CP are already of record (as references AV, AW and AX, respectively). Additionally, note that the Miles Cook article cited in reference CP is already of record (cited by the Examiner in Paper No. 20060316).

Reference CQ is a Decision of Rejection from the Japanese Patent Office in counterpart Japanese Patent Application No. 2005-518883.

Reference CR is an Office Action from the Australian Patent Office in counterpart Australian Patent Application No. 2004216795. Note that U.S. Patent Application Publication No. 2002/0010625, U.S. Patent Nos. 6,317,722 and 5,913,210, and WIPO Publication Nos. WO 03/005151 and WO 01/046870 cited in reference CR are already of record (as references AN and AP-AS).

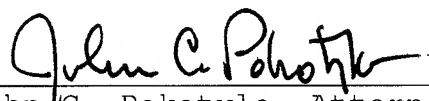
Please note that references BP-BS are identical to references CS-CV, respectively.

Since this Information Disclosure Statement ("IDS") is being filed with a Request for Continued Examination, it should be considered under 37 C.F.R. § 1.97(b)(4). **Accordingly, it is believed that no additional fee is due.** If, however, any additional fee is due, the Office is authorized to charge any fee required to have the Information Disclosure Statement considered to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Respectfully submitted,

May 13, 2009

  
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